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Inside Information

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INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

36TH ANNUAL TECHNICAL WRITER'S INSTITUTE OFFERED BY RENSSELAER, JUNE 7-10

The 36th Annual Technical Writer's Institute will be held on June 7-10. The intensive 4-day course, featuring leading experts in technical communications, is being offered by Rensselaer Polytechnic Institute of Troy, N.Y.

The program focuses on the needs of the developing writer, the experienced professional, and academics, and consists of a two-part program. The first two days emphasize issues of interest to the new writer searching for additional training. The second two days concentrate on more advanced topics.

Beginning writers will learn the latest communication techniques and many shortcuts that will better prepare them for the demands of their jobs.

The fee for the 4-day Institute is \$900. For those wishing to attend only the advanced sessions, the fee is \$550. Multiple attendees rates are available on request. The course fee includes instructional materials, continental breakfasts, daily luncheons, and the Institute banquet.

For further information phone the Office of Continuing Education at 518-276-8351, or send your registration fee to: Office of Continuing Education, Rensselaer Polytechnic Institute, Troy, NY 12180-9987.

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USDA'S OFFICE OF INFORMATION SEEKS PUBLICATIONS MANAGEMENT SPECIALIST

The Publishing Division of USDA's Office of Information has an opening for a GM-1001-14, publications management specialist.

The publications management specialist serves as deputy chief and shares fully with the chief the responsibility for leadership in the formulation, interpretation, and administration of USDA's information programs through the medium of publications.

Candidates must have three years of general experience and three years of specialized experience.

For further information, or to apply for job announcement No. OGPA-88-11, Contact: Laura Farrior, USDA Office of Personnel, PO, Room 27-W, Administration Bldg., 14th & Independence Ave., S.W., Washington, DC 20250. Telephone is 202-447-5833.

Closing date was March 23.

3/14

ENTRIES FOR NATIONAL ASSOCIATION OF GOVERNMENT COMMUNICATORS AWARDS DUE MAY 16

Entries for the 1988 Blue Pencil and Gold Screen Awards are due May 16, for works completed in 1987.

Sponsored by the National Association of Government Communicators (NAGC), the Blue Pencil Awards (now in their 26th year) are presented to outstanding government publications and their producers. The Gold Screen Awards (now in their 11th year) are presented to outstanding government audiovisual productions. Competitions are open to communicators in Federal, State, and local government, as well as private producers who have worked with government communicators. For additional information, or copies of the entry forms, contact: NAGC, 80 S. Early Street, Alexandria, VA 22304, or telephone (703) 823-4821.

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COOPERATIVE EXTENSION SYSTEM VIDEOTELECONFERENCE HELD THURSDAY, MARCH 31

On Thursday, March 31, the Cooperative Extension System presented a videoconference on "Building Human Capital." Presenters included: USDA Extension Service Administrator Myron Johnsrud, Minnesota Extension Director Pat Borich, and other Extension speakers.

Other presenters included: William H. Kolberg, president of the National Alliance on Business, and Richard F. Schubert, president, American Red Cross.

An estimated 50 state land grant universities, plus state networks of other sites viewed the videoconference. There were two 15-minute inter-active question-and-answer periods during the 1-1/2 hour conference. Calls were taken from 6 selected sites, members of the Cooperative Extension System, as well as calls from any site.

Host for the videoconference was Dr. Shirley O'Brien, family life specialist on the University of Arizona staff.

By titling their program, "Building Human Capital," conference planners described the ways the Cooperative Extension System is working to increase the ability of people to reach their full potential through involvement in families, organizations, communities, and the workplace.

Extension Service has identified four critical issues in building human capital: facilitating career preparation and transition, preparing youth for responsibility, developing leaders, and renewing volunteerism.

If you have questions about the content of the videoconference, contact Milton Boyce, Assistant Deputy Administrator, 4-H and Youth, Extension Service, USDA, 202-447-6527 or Judy Rude, Writer-Editor, Information/Communications, Extension Service, 202-447-4242.

If you have questions about the videoconference process, contact Larry Quinn, Chief, Video and Film Division, Office of Information, USDA, at 202-447-6072; or Betty Fleming, Teleconference Coordinator, at 202-447-5368.

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1988 NEWSLETTER AWARDS COMPETITION SPONSORED BY THE NEWSLETTER CLEARINGHOUSE

The Newsletter Clearinghouse, publishers of NEWSLETTER ON NEWSLETTERS and NEWSLETTER DESIGN, has announced the 1988 Newsletter Awards Competition to give recognition to outstanding newsletters.

Awards are given for overall excellence -- superior editorial contents enhanced by appropriate design and typography, photographic quality and printing quality.

Categories are subscription newsletters, association newsletters, organization newsletters (health, education, welfare, labor, government), corporate-internal newsletters, and corporate-external newsletters.

One Gold award will be given in each category and additional Silver awards will be given at the discretion of the judges.

Awards will be announced at the International Newsletter Conference being held June 6-7.

For further information and entry forms, write to: Awards Competition, The Newsletter Clearinghouse, P.O. Box 311, Rhinebeck, NY 12572.

Entry deadline is May 6.

3/16

NEW YORK EXTENSION SERVICE HAS SERIES OF FACT SHEETS ON DRINKING WATER

In an effort to help consumers decide the best way to assess their water supplies or problems, Cornell University Cooperative Extension Service has developed a new series of fact sheets, "Water Treatment Notes."

Four fact sheets, developed by Linda Wagenet, extension support aide and Ann Lemley, associate professor, have been published. Eight more are being developed.

"Questions to Ask When Purchasing Water Treatment Equipment" (329FS1, 35 cents) helps consumers sift through advertising claims and technical data so they can decide whether they need treatment and can select the appropriate treatment method.

"Lead in Drinking Water" (329FS2, 40 cents) addresses the overall effects of lead and focuses on lead leached from pipes and solder in homes.

"Activated Carbon Treatment of Drinking Water" (329SF3, 95 cents) comments on the effectiveness of activated carbon in the removal of contaminants.

"Reverse Osmosis Treatment of Drinking Water" (329SF4, 60 cents) covers the advantages and disadvantages of this established technology recently applied to home water treatment.

Each fact sheet is available for the shipping and handling charge. Call Carole Doolittle, Cornell Cooperative Extension Service, 607-255-7660.

3/16

NEW DEPUTY CHIEF FOR USDA OFFICE OF INFORMATION'S SPECIAL PROGRAMS DIVISION

Sally A. S. Michael was named as the new deputy chief of the Special Programs Division in USDA's Office of Information. She succeeds Larry B. Marton who retired February 26.

Prior to her new position, Michael was public affairs specialist on the staff of Assistant Secretary of Agriculture for Economics.

She also was information chief for the World Agricultural Outlook Board from 1979-85.

3/18

SMALL-SCALE AGRICULTURE ALTERNATIVE FACT SHEET AVAILABLE IN LIMITED QUANTITIES

A Small-Scale Agriculture Alternative fact sheet, "Specialty Vegetables," is now available in limited quantities from USDA's Office for Small-Scale Agriculture, Cooperative State Research Service, Office of Grants and Program Systems, Room 635, Hamilton Building, Washington, DC 20250.

This is the 6th single-page fact sheet in a series that includes, "Sheep," "Wildflowers," "Herbs," "Foliage Plants," and "Mushrooms."

According to the author, George B. Holcomb of the Special Programs Division in USDA's Office of Information, other topics to be covered this year are "Tropical Fruits," "Goats," "Bees," "Exotic Animals," and various others. Anyone having a suggestion for other topics should contact Howard W. "Bud" Kerr, Jr., Office of Small-Scale Agriculture program director.

The purpose of the fact sheets is to help orient entrepreneurs who want to explore possibilities of getting into a small-scale agriculture business. The double-sided sheets emphasize marketing problems and procedures, try to point out pitfalls and ways to aim for success, and give leads on where to look for help.

(more)

Experts from several USDA agencies, State universities, Extension offices, and the private sector have contributed to these fact sheets.

Demand is great and Extension offices are being encouraged to reproduce them on photocopy machines for distribution to the public.

For further information, contact George Holcomb at 202-447-5746, or Dialcom mailbox AGR204.

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USDA'S EXTENSION SERVICE VIDEOTAPE NETWORK PREVIEW SATELLITE BROADCAST

Since Spring 1987, the Extension Videotape Network (EVN) has met monthly via teleconference. Members include: Gene Allen, Oklahoma; Jeanne Gleason, New Mexico; David Dik, New York; Scott Fedale, Idaho; Jim Hamilton, Iowa; and Pat Calvert, Cathy Selberg, and Charlotte Travieso, chair, Extension Service-USDA.

The EVN mission is to develop, review and distribute criteria for Extension videotapes; coordinate videotape contacts throughout the Extension system; disseminate information on high quality, general use tapes; negotiate tape exchange and multi-organizational tape production; and maintain an electronic database on DIALCOM of videotape descriptions.

Over 50 Extension-produced videotapes from across the country were submitted for inclusion in EVN's first satellite broadcast preview program. After judging these tapes for content, quality, and general application, EVN members chose 15 for inclusion in the show. The preview show will include snippets of the better videotapes with information on how they can be obtained.

Jim Hamilton is coordinating the broadcast which will air April 6, 1988, from 2:00-3:00 p.m. Eastern time on TELESTAR 302, Transponder 1 vertical, Channel 1, 3720 MHz with color bars and a tone running from 1:45-2:00 p.m. and a bumper slate reading: "WOI-TV, Iowa State University."

For more information contact Pat Calvert at 202-447-6133 (Dialcom mailbox AGS096) or any of the EVN members. Extension Service will be downlinking the broadcast here at USDA through the Video and Film Center teleconference facilities in Room 1605-S and invites all those in the D.C. area to attend.

3/18

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FLORIDA'S IFAS EDITORIAL DEPARTMENT SEEKS SEA GRANT COMMUNICATIONS COORDINATOR

The Editorial Department of the University of Florida's Institute of Food and Agricultural Sciences is seeking a section coordinator of the information and publications services of the Florida Sea Grant Program. Based in the Editorial Department, the coordinator will manage and implement a creative communications program for Florida Sea Grant in public relations, printed and electronic media, audiovisual material development, exhibits and displays, editorial service and computer based educational materials.

Minimum qualifications for the Administrative and Professional (A&P) position are a master's degree in an appropriate area of specialization; or a bachelor's in same and two years directly related professional work experience.

Experience in the production of video materials and computer skills are desirable. Pay range for this class is \$23,170-\$41,700.

To apply send a letter and resume by April 7, 1988, referencing Position #914690, to Steven Wing, Central Employment Center, Room 446 Stadium West, University of Florida, Gainesville, FL 32611.

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CLEMSON UNIVERSITY TO HOST THIRD ANNUAL EXTENSION TECHNOLOGY CONFERENCE

The third annual Extension Technology Conference will be held from April 30 - May 4, 1988 at Clemson University and the Ramada Inn in Clemson, SC. The purpose of the conference is to share ideas, thoughts, activities, and results concerning application of technology to the mission of the Extension System, and hence education, information delivery, and problem solving.

There will be concurrent workshops on CD-ROM Production, Satellite Videoconferencing, and Designing Interactive Instruction. There will also be some vendor displays, and sessions including "How People Learn," "Where is CD-I?," and "Interactive Videodisc Delivery Alternatives."

For more information, contact Jerry Lambert, 115 McAdams Hall, Clemson University, Clemson, SC 29634, or telephone 803-656-4063.

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USDA-OI RADIO AND TELEVISION DIVISION CHIEF, JIM JOHNSON, RETIRING APRIL 3

Jim Johnson, chief of the Radio and Television Division in USDA's Office of Information, retires effective April 3.

He came to Washington, D.C., in 1974 as head of USDA's radio service. Since 1980, he's been chief of the Radio and Television Division and also served as USDA's Audiovisual Manager.

Before coming to Washington, Johnson was head of the agricultural information office at Washington State University and held a similar position at the University of Idaho.

Johnson started his broadcasting career as news editor and producer-announcer at several commercial radio stations in Oregon and Washington. He received his bachelor's and master's degrees from Washington State University.

Johnson put USDA's television and radio services into the satellite era -- USDA television programs are now being distributed by satellite rather than mailing tapes. He added TV Satellite News to the regular programming, as well as satellite telephone news conferences on both radio and television. And, headlines of the daily Radio Newsline is now available via the Dialcom E-mail system.

Johnson is retiring to Salem, Oregon.

3/30

VISUAL INFORMATION SPECIALIST NEEDED BY USDA'S OFFICE OF INFORMATION

The Photography Division of USDA's Office of Information, has an opening for a GS-1084-11/12 visual information specialist to serve as a photojournalist with primary responsibilities for developing photojournalism products to be disseminated through the mass media.

Applicants must have 3 years of general experience and 3 years of specialized experience.

Included in the selection criteria are: skill in photography, knowledge of photo-communication, ability to write and edit captions and text, and ability to communicate orally to present concepts and ideas.

For a copy of vacancy announcement no. OGPA-14, write: USDA, Office of Personnel, Personnel Operations, Room 27-W, 14th & Independence Ave., S.W., Washington, DC 20250, or telephone 202-447-5833.

For further details, contact Theodosia Thomas, Photography Division, at 202-447-6633, or Dialcom mailbox AGR019.

Closing date is April 13.

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SATELLITE PRESS CONFERENCE FEATURES BRITISH MINISTER OF AGRICULTURE

Live coverage of the March 14, press conference featuring John MacGregor, British Minister of Agriculture, went simultaneously to an international satellite, a domestic satellite, Channel 8 on the USDA Video Network, and to the audio conferencing bridge for radio stations. The signal was successfully downlinked in London.

According to Jim Johnson, retiring chief, Radio & TV Division of USDA's Office of Information, nearly 100 television stations were notified about the conference and a 30-port teleconference bridge was filled with farm broadcaster stations and networks.

Marci Hilt, media liaison with USDA's News Division, reports that the press conference attracted, onsite, about 20 reporters, including 2 television, 3 radio, and 2 still photographers, along with AP, UPI, KRF, AgriData, Reuter, Omaha World-Herald, Scripps Howard, Market News, USIA, BNA, Farm Journal, and Pro-Farmer.

There was photo coverage of the Minister's visit to the Beltsville Agricultural Research Center, and the St. Louis/Memphis trip taken by the Minister and USDA Deputy Secretary Peter Myers. Prints were provided to the British press, and also to fill requests from various St. Louis and Memphis area media, government agencies, and businesses taking part in the trip.

3/30

SATELLITE VIDEOCONFERENCE TARGETS BEEF REFERENDUM VOTING PROCEDURES

Pennsylvania Cooperative Extension Service, in cooperation with USDA and the Beef Board, is producing an inservice videoconference for Extension agents on "The Beef Referendum Voting Procedures" from 3-4:30 p.m. (Eastern time) on April 13.

The videoconference is designed to explain the role of county agents in the beef referendum voting, which will take place May 10 at county Extension offices. Topics include: Who may vote, how the voting should be conducted, what hours the voting should take place, how to deal with absentee ballots, what to do with the ballots after they are cast, and what an agent's "position" should be in terms of being for or against the referendum. Activities resulting from the Beef Promotion and Research Act, commonly known as the beef check-off program, will also be discussed.

While many of these questions already have been addressed in print, the videoconference will offer the most recent procedures determinations as made by USDA. Participants at some sites will have the opportunity to ask questions of the panel. A final agenda will be sent out one week before the videoconference.

The conference panel will include: John Comerford, assistant professor of animal science at Penn State and Pennsylvania coordinator for the beef referendum voting; Gary Weber, program leader in animal science, Extension Service-USDA and USDA representative for referendum voting; Ralph Tapp, chief of the marketing programs and procurement branch of the livestock and seed division of USDA's Agricultural Marketing Service (the agency that administers the program and that wrote the regulations on the beef referendum voting); Ron Larson of USDA's Agricultural Stabilization and Conservation Service (the agency that wrote the regulations on counting ballots and determining voter eligibility); and Gary Enright, national coordinator of the Beef Board.

(more)

The videoconference will be available on both C-band and Ku-band. The Ku-band satellite is G-Star 2, Transponder 5 Horizontal, audio at 6.8. The C-band satellite is Spacenet I, Transponder 12 (Channel 23), 4160 MHz, audio at 6.2 or 6.8. Color bars or a test pattern will be on line by 2:50 p.m. (Eastern time). If you have any questions, please contact Gregy Silver, Pennsylvania State University, 814-865-6309.

3/30

PUBLIC AFFAIRS SPECIALIST OPENING ANNOUNCED BY USDA'S OFFICE OF INFORMATION

USDA's Office of Information has an opening for a GS-1035-11 public affairs specialist, with promotion potential to a GS-12, in its Special Programs Division.

The primary duties of the position are collecting, assembling, preparing and disseminating information concerning various USDA programs.

Qualifications include written communication skill, oral communication skill, interpersonal relations skill, and analytical skill. Applicants must demonstrate progressively responsible experience of a level of difficulty and responsibility that has provided them with the capability to perform duties of the position.

To apply, submit updated SF-171, current performance appraisal and a supplemental statement which addresses the selection criteria.

Send applications to: Personnel Operations, Office of Personnel, Room 27-W, Administration Building, U.S. Department of Agriculture, Washington, DC 20250. Telephone 202-447-5833. Reference announcement OGPA-88-15.

Closing date for applications is April 20.

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CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES

May 10-12:

NINTH NATIONAL ONLINE Meeting - \$295 (\$325 after April 15)
Sheraton Centre Hotel, New York, New York
Contact: Learned Information, Inc., 609-654-6266

June 5-8:

INT'L ASSOCIATION OF BUSINESS COMMUNICATORS Annual Conference
Anaheim, California
Contact: Wendi Goodman, 415-433-3400

July 10-13:

SECOND QUADRENNIAL AGRICULTURAL COMMUNICATORS' CONGRESS
J.W. Marriott Hotel, Washington, D.C.
Contact: Paul Weller, Agri-Washington, 202-745-1994

July 13-15:

AGRICULTURAL COMMUNICATORS IN EDUCATION (ACE) Annual Conference
J.W. Marriott Hotel, Washington, D.C.
Contact: Karen Stuck, USDA, 202-447-9113, or Russ Forte, 202-447-5505

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